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taken home and put into service. Informative articles in the K marter can call attention to these quality features and fortify the customer's conviction that at K mart you get quality you can trust. It can also build customer resistance to the price appeals of competitors offering inferior merchandise.

The central strategy of the K marter is to build customer loyalty, customer confidence and customer preference by giving the customer believable reasons why

All discount stores are NOT the same

K mart stores are different and better

This enlightened loyalty on the part of customers can cause immense numbers to form the habit of shopping K mart first... and checking K mart advertising before shopping anywhere else.